PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: John Buehler DATE: December 2, 1994

FROM: Wendy Marin W.M.

SUBJECT: Virginia Slims Legends "Creative Look" Brief

BACKGROUND

Beginning, in April of 1995, Virginia Slims will introduce the Virginia Slims Legends tour. This program includes concerts, pro-celebrity tennis events, a grass-roots tennis challenge, bar nights, and retail promotions.

The event will be conducted throughout 1995 in six cities: Richmond, Charlotte, Oklahoma City, Houston, Tampa, and Delray. We will deliver a program that leverages the Virginia Slims tennis equity, our relationship with music while showing Virginia Slims is the cigarette for contemporary women.

The following requests the development of a "creative look" for all of the elements/materials that will be utilized for the Virginia Slims Legends Tour.

OBJECTIVES

- Create an eye stopping visual that will seize the reader's attention, causing them to read further because they want to know more about the new program.
- Excite the public and generate interest in event attendance.

STRATEGIES

- Leverage Virginia Slims' image and tennis equity along with participating music legends -- understanding the style and attitude of today's woman .

AUDIENCE

Current Virginia Slims smokers and competitive female smokers age 21+.

ASSIGNMENT

Create a look which will communicate each of the following:

1) Virginia Slims
2) Legends
3) Tennis and Music

We would like to see several versions focusing on a new and fresh look that will generate consumer excitement. Keep visual simple, bright, fun, active, contemporary, and broadly appealing.

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Source: https://www.industrydocuments.ucsf.edu/docs/hlnn0004

SPECIAL INSTRUCTIONS

- The look must be adaptable to a number of different sized and shaped materials (i.e., P.O.S. Materials, advertising, & incentives - a list will be provided under a seperate cover).
- The "look" must coordinate with the logo already developed.

NEXT STEPS

Date	Activity
December 9	Tissues Due

cc: I. Broeman
B. Ferrin
M. Marcisak
E. Moore
N.Suter

LBCo.
B. Schewe
T. Smallwood
P. Venetucci

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Source: https://www.industrydocuments.ucsf.edu/docs/hlnn0004

Tennis Talent

Tracy Austin
Rosie Casals
Frankie Durr
Chris Evert
Evonne Goolagong
Billie Jean King
Hana Mandilkova
Olga Morozova
Martina Navratilova
Wendy Overton
Betty Stove
Wendy Turnbull
Virginia Wade

Music Talent

Barbara Mandrell
Gladys Knight
Martina McBride
Regina Belle

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Source: https://www.industrydocuments.ucsf.edu/docs/hlnn0004

VIRGINIA SLIMS LEGENDS TOUR
1995 SCHEDULE

DATES	LOCATION
April 7-9	Tampa, Florida
May 5-7	Charlotte, North Carolina
May 19-21	Richmond, Virginia
October 6-8	Oklahoma City, Oklahoma
October 13-15	Houston, Texas
December 1-3	Delray Beach, Florida

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Source: https://www.industrydocuments.ucsf.edu/docs/hlnn0004